

JAMES McCREERY & CO.

23rd Street

34th Street

CORSETS. In Both Stores.

Sale Beginning on January the 2nd.
C. B. a la Spirite Corset. Models for average, well developed and slender figures. High bust and long back or medium bust and hips. 95c
usual price 1.50 to 1.75

C. B. a la Spirite Corset. Model for average figure, medium bust and long hips. Model for well developed figure with extreme long back. 1.15
usual price 1.75

C. B. a la Spirite Corset. Made of fine Imported mercerized Batiste. Model for average figure. 1.35
usual price 2.50

C. B. a la Spirite Corset. Made of heavy mercerized Batiste. Model for well developed figure with high bust and extreme long hips, heavily boned. 1.45
usual price 2.50

C. B. a la Spirite Corset. Made of Imported fancy Broche. White, pink and blue. Models for slender and average figures. 1.65
usual price 3.00

C. B. a la Spirite Corset. Models for every type of figure. Made of heavy Broche and Brocaded Batiste. Models with high bust and extreme long hips, giving graceful, slender lines. 1.85
usual price 3.00

C. B. a la Spirite Corset. Made of fancy white Silk Broche and heavy Brocade. Models for every type of figure. 2.45
usual price 4.50

C. B. a la Spirite Corsets. Made of fancy white Silk Broche or white with neat pink or blue flowers. Models for every type of figure. High bust, long hips and slender waist, giving graceful lines. 2.85
usual price 4.50 to 6.00

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LINEN DEPARTMENTS. In Both Stores.
Second Floor.

Annual Sale of Household Linens.

Commencing Thursday, January the 2nd.

Irish Satin Damask Table Cloths and Napkins. Hemstitched Linen Sheets and Pillow Cases. Hemmed or hemstitched Linen Huckaback Towels.

TABLE CLOTHS.

2 x 2 yards.....	2.75
usual price 3.75	
2 x 2 1/2 yards.....	3.50
usual price 4.50	
2 x 3 yards.....	4.25
usual price 5.50	
2 1/2 x 2 1/2 yards.....	4.00
usual price 5.00	
2 1/2 x 2 1/2 yards.....	4.75
usual price 6.00	
2 1/2 x 3 yards.....	6.00
usual price 7.50	

NAPKINS TO MATCH.

Breakfast Size.....	3.25 doz.
usual price 4.25	
Dinner ".....	4.25 doz.
usual price 5.50	

LINEN SHEETS AND PILLOW CASES.

Hemstitched Linen Sheets.....	3.75, 4.75 and 5.75 pair
Hemstitched Linen Pillow Cases.....	90c, 1.15 and 1.25 pair

LINEN HUCKABACK TOWELS.

Hemmed. Size 21 x 40 inches.....	2.85 doz.
usual price 4.25	

HEMSTITCHED.

Size 23 x 44 inches.....	5.50 doz.
usual price 7.50	
" 27 x 45 ".....	8.00 doz.
usual price 12.00	

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Annual Sale

Shirtwaists and Muslin Underwear.

Commencing Thursday, January the 2nd.
SHIRTWAISTS. In Both Stores.

Five thousand dozen Fine Lingerie Waists. Ranging in prices from 95c to 12.00
value 1.25 to 15.75

Models for Spring, 1908.

Large importation of French Waists. The latest designs in Nain-sook, French Lawn and Sheer Linen. Daintily trimmed with Valenciennes, Cluny and Irish Crochet laces, combined with hand-embroidery. At very moderate prices.

Waists made in workrooms on the premises. Beautifully trimmed, suitable for Southern or tropical dress. At the following prices,

3.85, 4.95, 5.50, 6.75 and 7.75

The regular stock includes Taffeta, Chiffon Taffeta, Messaline and Evening Waists, made of the latest materials.

LADIES' UNDERWEAR. In Both Stores.

A complete assortment of French Underwear, of delicate fabrics, hand-embroidered and trimmed with new laces. The latest designs, made expressly for James McCreery & Co.

Chemises.....	95c to 14.75
Drawers.....	1.25 " 14.75
Gowns.....	2.25 " 45.00
Corset Covers.....	1.65 " 12.75
Skirts.....	3.50 " 75.00

Trousseaux—from the simple to the most elaborate. At extremely moderate prices.

Monograms and Crests embroidered.

Domestic Undergarments made in workrooms on the premises. Daintily trimmed with laces and embroideries. Excellent cut and finish. Considerably below usual prices.

Gowns.. 95c, 1.25, 1.50, 1.75, 2.00, 2.50	3.00, 3.50 and 4.00
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Chemises... 95c, 1.25, 1.50, 1.75, 2.00,	2.50, 3.00, 3.50 and 4.00
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Drawers.. 50c, 75c, 95c, 1.25, 1.50, 2.00,	2.50 and 3.50
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Corset Covers.. 50c, 75c, 95c, 1.25, 1.50,	2.00, 2.50 and 3.50
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Skirts.. 95c, 1.25, 1.50, 1.75, 2.00, 3.00	4.50 and 5.95
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A large stock of short Negligees. Various materials and colors.

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LADIES' SUITS. In Both Stores.

On Thursday, January the 2nd.

Tailor-made Suits in a variety of materials and models. 16.50 and 22.50
former prices 27.00 to 35.00

Velveteen Walking Suits.....
25.00, 35.00 and 42.50
former prices 45.00 to 75.00

Evening, Dinner and Reception Gowns at greatly reduced prices.

A number of Lingerie and Linen Dresses suitable for Southern wear.

MERINO UNDERWEAR DEPTS.

In Both Stores.

On Thursday and Friday,
January the 2nd and 3rd.

Sale of Merino Underwear for Ladies and Children. Ladies' Vests and Pants in standard makes, such as Furley and Buttrum, Norfolk and New Brunswick, as well as Swiss ribbed Vests and Corset Covers. 50c each
former price 85c to 1.50

Ladies' Union Suits. Odd sizes. 65c

" Wool Tights. Natural or black. 95c

Ladies' Italian Silk Vests. Trimmed with lace and embroidery. 2.75
former price 3.65 to 4.25

Boys' and Girls' Drawers, odd sizes. Various qualities. 35c each

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The World's Growth in 1907

FIRST IN CIRCULATION GAINS FIRST IN ADVERTISING FIRST NEWSPAPER IN AMERICA

PROOFS

DURING 1907 the NET PAID Daily, Sunday and Evening Circulation of THE WORLD increased

30,690,339

Copies over the year 1906, or a NET PAID daily average gain of

84,083

for every day in the year—all free, unsold and exchanged papers deducted.

"CIRCULATION BOOKS OPEN TO ALL"

During 1907 THE WORLD Printed
1,405,032

Separate advertisements—the largest number ever printed in any newspaper anywhere.

In New York City THE WORLD ALONE GAINED in number of advertisements over 1906. Every other newspaper shows a LOSS compared with its own record of that year. : : : : : : : :

WORLD'S lead in number of advertisements over the Herald in 1906 **231,349**

WORLD'S lead in number of advertisements over the Herald in 1907 **292,747**

WORLD'S lead over the Herald increased in one year - - - **61,398**

Comparison is made with the Herald because no other newspaper in this country or Europe is within speaking distance of The World's advertising record

CERTIFIED BY CHARTERED ACCOUNTANTS

CABLE ADDRESS
ADOREST, NEW YORK & LONDON.

CHICAGO, SAN FRANCISCO,
NEW ORLEANS
AND
15 ST. SWITHINS LANE,
LONDON, ENGLAND.

BARROW, WADE, GUTHRIE & CO.
CERTIFIED PUBLIC ACCOUNTANTS
AND
CHARTERED ACCOUNTANTS

Broad Exchange Building

25 Broad Street

New York, December 31st, 1907.

AUDITORS' CERTIFICATE

We hereby certify that we have made an examination of the books and records of The New York World containing the comparison of the classified advertisements printed in The New York World and the New York Herald (morning and Sunday editions) during the year 1907, and we find these records to be accurately and carefully compiled and to contain the following results:

The World.....	1,405,032 Advertisements.
The Herald.....	1,112,285 Advertisements.

Showing The World's excess for
the year 1907 over the Herald
to be **292,747**

BARROW, WADE, GUTHRIE & CO.,
Certified Public Accountants.

THE WORLD IS THE FIRST.

THE WORLD ALMANAC

FOR 1908 AND ENCYCLOPEDIA

25th ANNIVERSARY NUMBER

One Thousand Pages

Price Twenty-five Cents

On Sale All Over Town